

Communications

Cover Virginia Website



1-855-242-8282



Important Tax Information | Partners | Resources

Programs

Apply

Already Enrolled

Marketplace

Need Help?

Health Plans

New Health Care for Adults - Medicaid applications accepted year-round

On January 1, 2019, more adults living in Virginia will have access to quality low cost health coverage. Eligibility is based on income, with a single adult making up to \$16,754, or a family of three making up to \$28,677, qualifying for coverage. [Get more information here.](#)

Welcome to Cover Virginia!

On this website you can learn about Virginia's Medicaid and FAMIS programs for children, pregnant women and adults. You can also get information about health insurance options available through the Federal Marketplace. You can apply online or search for someone who can assist you with your application.

To begin, use the screening tool on the Eligibility page or the New Health Coverage for Adults page to get connected to the right health care coverage for you and your family.



The rules have changed.

Beginning **November 1**, apply for new quality, low cost health coverage for adults.

Health Insurance
Marketplace



Eligibility



Apply

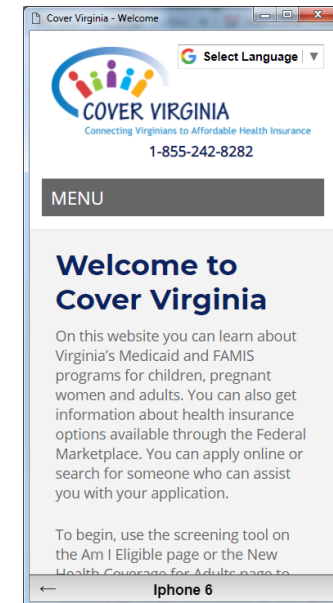
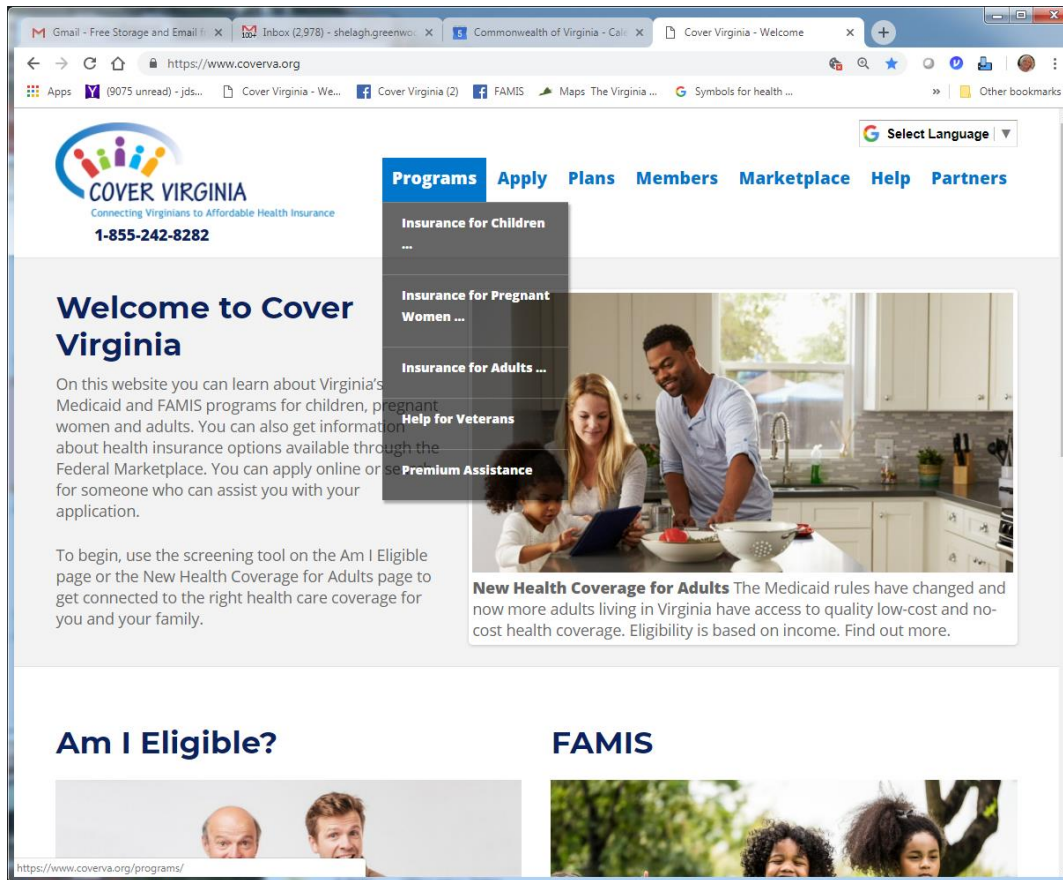


Renew



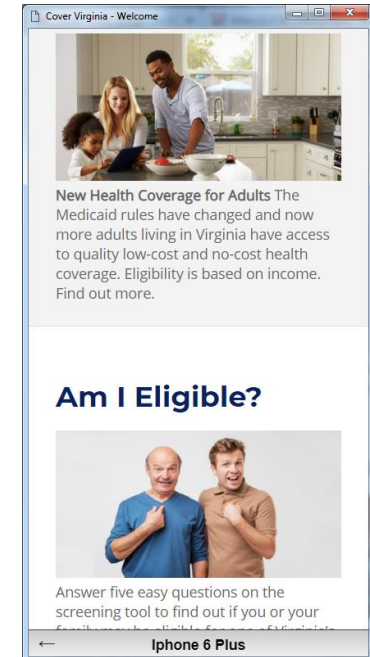
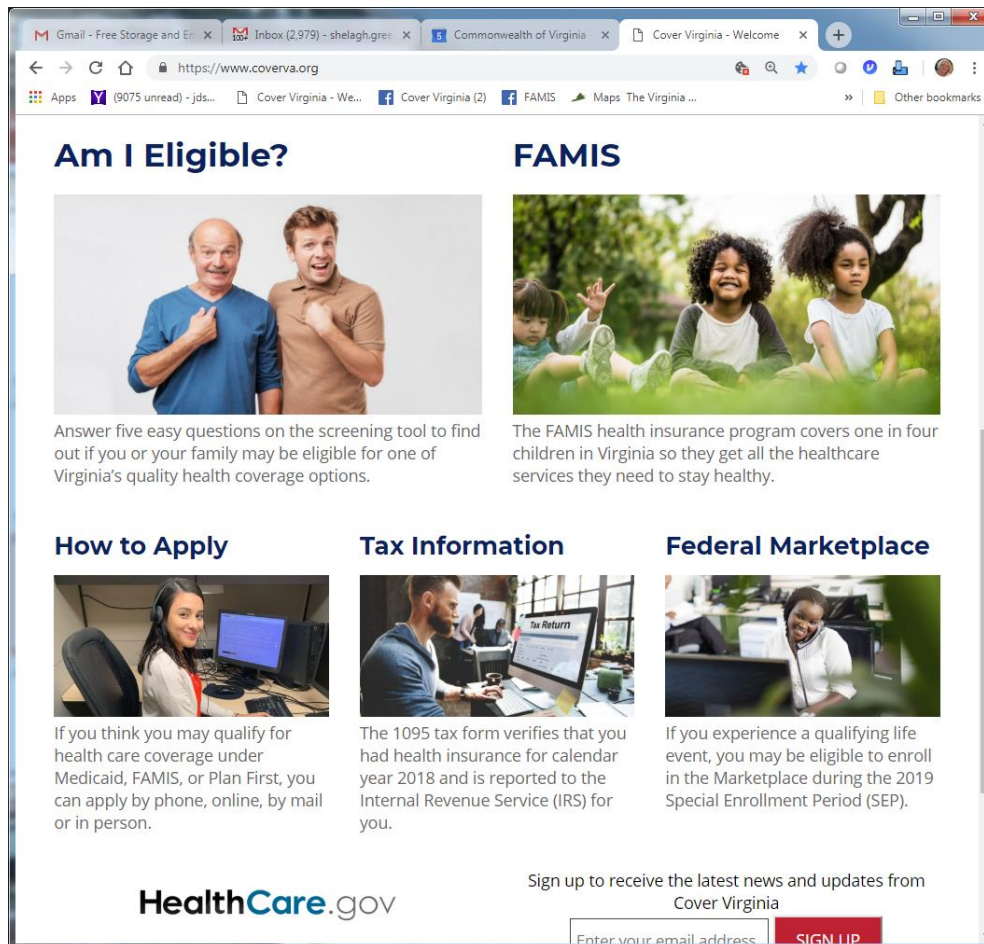
Before
March 1,
this was
the Cover
Virginia
website

Cover Virginia Website Redesign



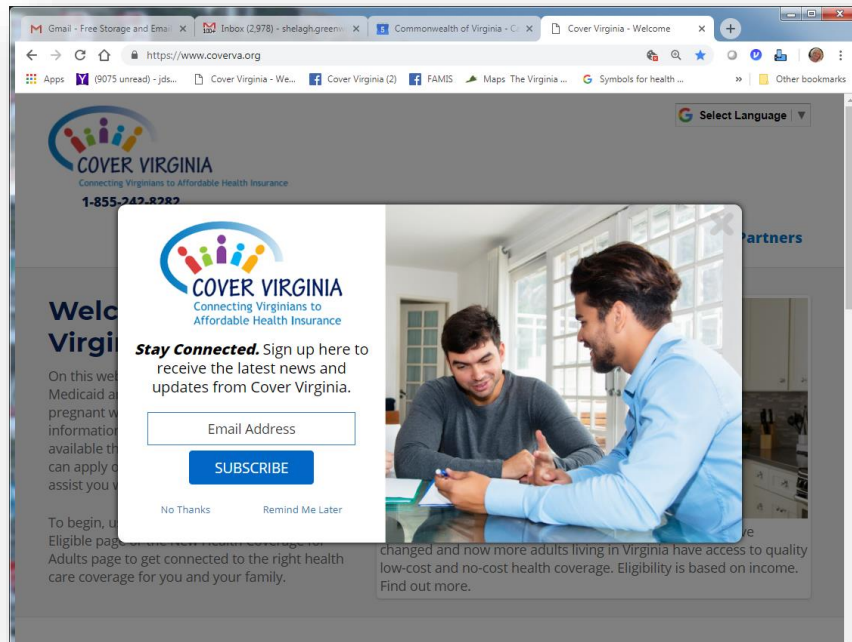
Allows you to view on a computer, tablet or phone without any loss of readability.

Cover Virginia Website Redesign

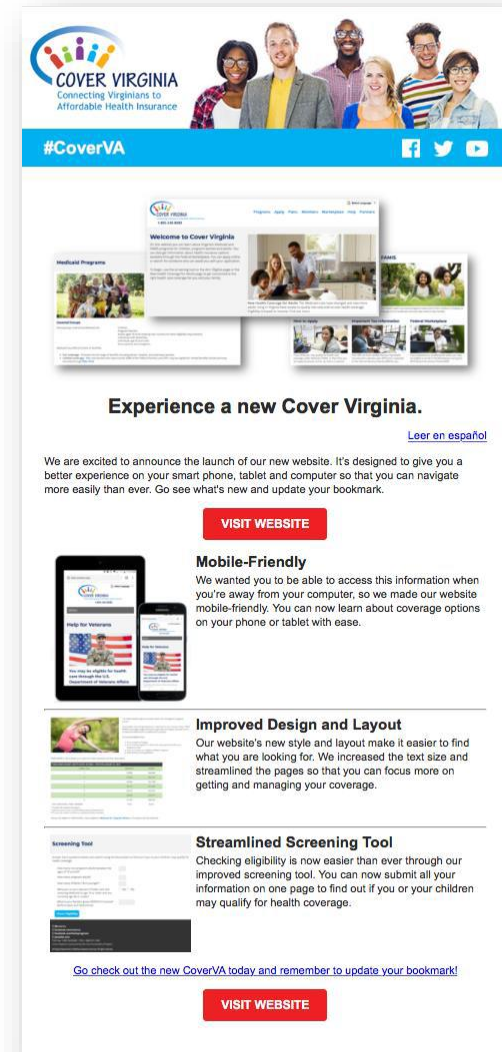


Easier to navigate – layout adjusts to the device.

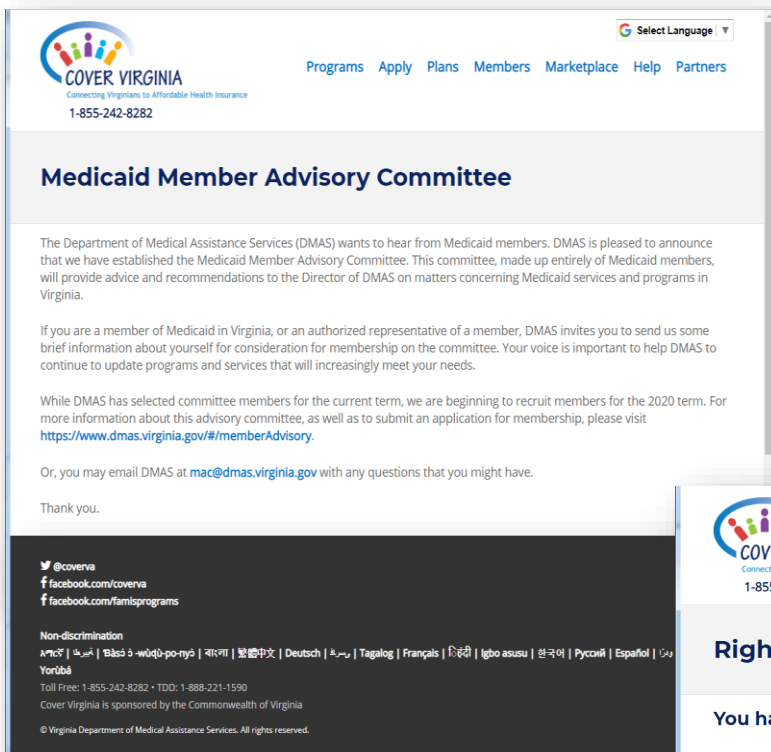
Email and Text Messaging



As of May 28, more than 46,500 subscribers have signed up through the overlays on the coverva.org and DMAS websites to receive updates about Expansion and other DMAS initiatives



Cover Virginia Website Content Changes



COVER VIRGINIA
Connecting Virginians to Affordable Health Insurance
1-855-242-8282

Select Language ▼

Programs Apply Plans Members Marketplace Help Partners

Medicaid Member Advisory Committee

The Department of Medical Assistance Services (DMAS) wants to hear from Medicaid members. DMAS is pleased to announce that we have established the Medicaid Member Advisory Committee. This committee, made up entirely of Medicaid members, will provide advice and recommendations to the Director of DMAS on matters concerning Medicaid services and programs in Virginia.

If you are a member of Medicaid in Virginia, or an authorized representative of a member, DMAS invites you to send us some brief information about yourself for consideration for membership on the committee. Your voice is important to help DMAS to continue to update programs and services that will increasingly meet your needs.

While DMAS has selected committee members for the current term, we are beginning to recruit members for the 2020 term. For more information about this advisory committee, as well as to submit an application for membership, please visit <https://www.dmas.virginia.gov/#/memberAdvisory>.

Or, you may email DMAS at mac@dmas.virginia.gov with any questions that you might have.

Thank you.

Twitter: @coverva
Facebook: facebook.com/coverva
Facebook: facebook.com/famisproms

Non-discrimination
አማርኛ | العربية | Bislà ፬ wùdù-po-nyò | বাংলা | 繁體中文 | Deutsch | العربية | Tagalog | Français | हिन्दी | Igbo asusu | 한국어 | Русский | Español | Yorùbá
Toll Free: 1-855-242-8282 • TDD: 1-888-221-1590
Cover Virginia is sponsored by the Commonwealth of Virginia
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Help in any Language

ATTENTION: If you do not speak English, language assistance services, free of charge, are available to you. Call **1-855-242-8282** (TDD: 1-888-221-1590).

አማርኛ | Amharic ማህበረሰብ፣ የሚናገሩት ቋንቋ እንደሚሆን የትርጉም እርዳታ ድርጅቶች፣ በጽሑፍ በጽሑፍ ተዘጋጅተዋል፤ ወደ ሚኒስቴር ይጻፉ **1-855-242-8282** (መከፈት፣ ለተሳናቸው፡ 1-888-221-1590)።

میتھ: ادا یتک لا یتکنت علیا یتزلزل، لکن یولود صلا و اعانت امحدت علیا یتزلزل، ن اجملا لیتا و اعیتا
1590-221-888-1 **1-855-242-8282** (فامسلا)

BÁSÓÒ-WÚDÙ-PO-NYÒ | Bassa (KRU) Dè dè nià kè dyé dè gbo: ᠐ jù kè m [Bàsòò-wùdù-po-nyò] jù ní, à wu dū kà kò dō po-poò bē in m gbo kpáa. Dá **1-855-242-8282** (TDD: 1-888-221-1590).

বাঙালি | Bengali ল ক নঃ যদি আপনি বাংলা, কথা বলতে পারেন, তাহলে নিঃখরচায় জমা সহায়তা পরিষেবা উপলব্ধ আছে। ফোন ক নঃ **1-855-242-8282** (TDD: 1-888-221-1590)

中文 | Chinese 注意: 如果您使用繁體中文, 您可以免費獲得語言援助服務。請致電 **1-855-242-8282** (TDD: 1-888-221-1590)

Deutsch / German ACHTUNG: Wenn Sie Deutsch sprechen, stehen Ihnen kostenlos sprachliche



COVER VIRGINIA
Connecting Virginians to Affordable Health Insurance
1-855-242-8282

Programs Apply Plans Members Marketplace Help Partners

Rights and Responsibilities

You have the right to...

- File an application for assistance.
- Receive written information about specific eligibility policies.
- Have a decision made promptly (within the limits set by state and federal rules).
- Receive a written notice of the decision.
- Have your personal and health information kept private.
- Receive advance notice of actions that end or reduce your coverage.
- Appeal any action, such as:
 - any decision denying, terminating or reducing Medicaid eligibility;
 - any unreasonable period of time taken to decide if you are eligible;
 - any decision denying, terminating or reducing Medicaid-covered medical services.

You have the responsibility to...

- Complete the application and renewal forms accurately and truthfully to the best of your knowledge. False and untrue information may be subject to penalties under federal law.
- Supply requested information, or inform your eligibility worker about any problems you may have in getting the necessary information.
- Inform your eligibility worker of any other medical insurance that may cover some of your bills.
- Immediately report changes in your circumstances such as:

What We Learned from Focus Groups

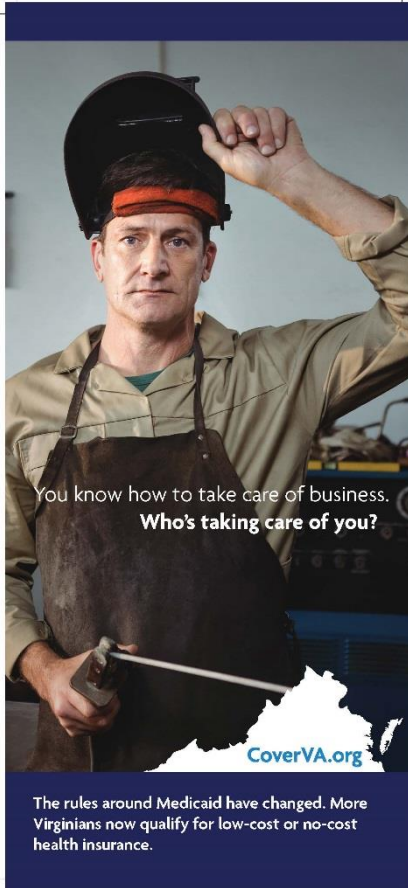
Focus groups with uninsured adults in rural, suburban and urban communities in Virginia offered key findings:

- Cost has been the main barrier to coverage as well as working in jobs or for employers that do not offer coverage
- Most have been putting off getting health care services, paying out of pocket at a clinic when sick, or going to ERs when they become seriously ill
- The new adult population has a strong interest in enrolling in Medicaid and almost all say they will apply
- Most are unaware that Virginia will expand Medicaid
- Many fear “rejection” if they apply, as they have been unsuccessful in the past

New Adult Health Coverage Outreach

- **“Who’s Covering You?” campaign included: radio (Spanish and English), digital, newspaper and out of home (gas toppers, bus kings and billboards).**
- **Ads ran between November 12 and January 31.**
- **Digital ads generated 49,100 website visits to coverva.org.**
- **Social media outreach generated 156,200 engagements.**

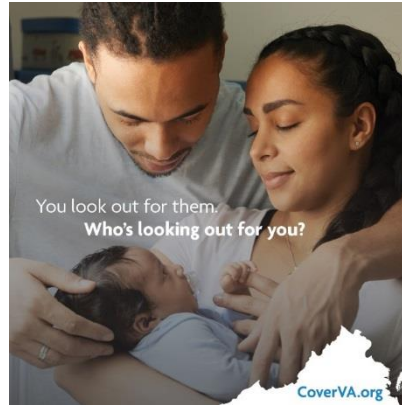
Expansion Outreach



You know how to take care of business.
Who's taking care of you?

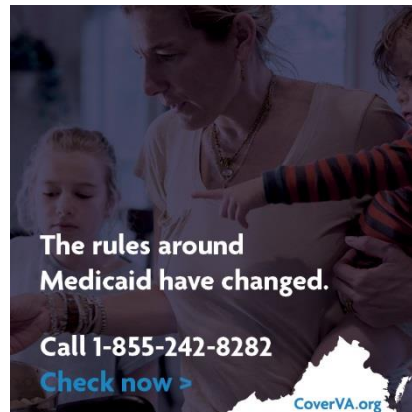
CoverVA.org

The rules around Medicaid have changed. More Virginians now qualify for low-cost or no-cost health insurance.



You look out for them.
Who's looking out for you?

CoverVA.org



The rules around
Medicaid have changed.

Call 1-855-242-8282
Check now >

CoverVA.org



You focus on doing the job right.
Who's focused on you?

The rules around Medicaid have changed.
More Virginians now qualify for low-cost
or no-cost health insurance.

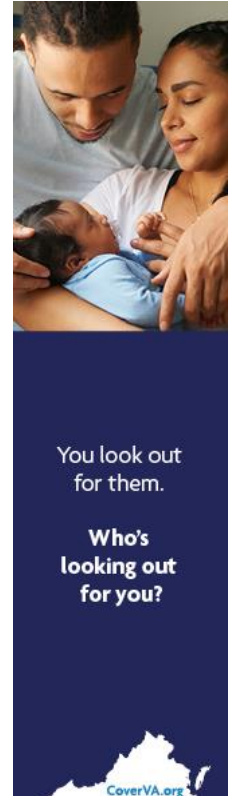
Who can enroll?

- Virginia residents ages 19-64
- Not already enrolled in Medicaid
- Not eligible for Medicare
- Household income must be:
 - Below \$16,754 for an individual
 - Below \$34,638 for a family of four

For more information about the new coverage,
visit CoverVA.org or call 1-855-242-8282

Text **COVERAGE** to **268782**
to sign up for updates

CoverVA.org



You look out
for them.

**Who's
looking out
for you?**

CoverVA.org

Other Outreach and Communications

Strategic Communications

A comprehensive strategic communications plan drives stakeholder engagement

KEY STAKEHOLDER ENGAGEMENT ACTIVITIES

Cover VA Countdown: 100 Days to Coverage



Preparing advocate groups through an interactive strategy session led by national communications experts

“Medicaid Expansion: What Providers Need to Know”



Engage with providers on access through a series of 10 provider outreach events in regions across Virginia

State Agency Workshops, Live Webinars, and Fall Advertising Campaign



Supporting intensive, continuing outreach to state agencies, newly eligible adults, and other stakeholders

Visit www.coverva.org to access advocate resources, information on provider outreach events, a recorded webinar, and more!

Cover Virginia Social Media

FAMIS and Cover Virginia Facebook pages at:

www.facebook.com/FAMISprograms

www.facebook.com/coverva

Cover Virginia Twitter account - @coverva



Please like us!



And follow us

Questions?